# VW-Audi holds lead as sales swell in Europe

## *Car buying booms in the U.K. but remains in the doldrums in France*

**By Richard Feast**
European Editor

Preliminary returns for July and August suggest that new-car buying is accelerating across Europe following a first half-year in which zero growth was recorded.

The unofficial registration statistics also reveal that the VW-Audi group has held on to its market lead despite a small decline in penetration. Second place Fiat Auto has slipped as well, while Ford of Europe and GM's Opel-Vauxhall improved in the eight-month period compared with their positions at the end of six months.

Werner Schmidt, VW sales director, had anticipated the slight erosion of his company's market share during July and August. The company is short of all stocks, but particularly the Golf, and the long summer vacations at the factories were expected to result in lost business.

Companies which had not been achieving such high results earlier in the year, and thus had plentiful stocks, were able to take advantage of VW's temporary shortfall.

The other major factor that contributed towards the sudden rise of Ford and GM was the unique August boom which occurs in the U.K. While the rest of Europe generally regards August as a slow sales month, the U.K. is at its peak then. As No. 1 and No. 2 respectively in the U.K., Ford and GM were able to benefit.

August registrations in the U.K. were 373,300, compared with 986,100 for the previous seven months combined. During August Ford recorded 102,200 cars and GM, 59,900. The U.K. tallies considerably enhanced the two companies' overall European standings.

For the first eight months of 1985 European sales totaled 7,436,600, about 3.3 percent more than the same period last year. This compares with 5,584,600 registered in the first six months, which was equivalent to last year's performance.

While much of the increase came from the U.K., there was a general upturn across Europe during July and August with one notable exception. French sales remained in the doldrums. As the second largest market in Europe, it had a large bearing on the overall trend.

France enjoyed two exceptional years in 1982 and 1983 when annual sales exceeded 2 million, but the government squeeze on the economy has dampened spending. This year may finish lower than 1984, which was the worst for new-car sales since 1975.

The environmental debate in Germany slashed demand in early 1985. Now that exhaust emission regulations have been settled, German buying is picking up.

Among the other major national markets, Italy and the U.K. are now ahead of 1984 levels. Even Spain, which had been in the doldrums, has picked up. The Netherlands has moved from deficit to advance within a space of two months.

With German buying on the rebound, there seems little doubt that VW-Audi will hang on to its advantage in the remaining four months. Its nearest rival, Fiat, has lost market share across Europe, but has maintained its position because Italian sales are firm. Even there Fiat has come under pressure from importers (notably VW and Renault) and its huge domestic market share has been dented.

There is little to choose between the two U.S.-owned companies. Ford still maintains its historical small advantages, but GM has ambitious targets for the new Kadett, its most important volume model. The Kadett has not been well received in Germany, where VW's Golf remains the favorite, but has worked wonders in the rest of Europe for Opel and Vauxhall.

The Peugeot group's position has been maintained solely by the Peugeot 205, and to a lesser extent by the Citroen BX. The new Peugeot 309, which is going on sale in France, will be a welcome model following the steady demise of the Talbot brand.

Renault's new R5 is selling quite well across Europe, but it has not made the anticipated impact in France where the company's market share has fallen since the model's announcement. The introduction of the five-door R5 and next March's launch of the R21 (the R18 replacement) are the keys to the company's overall European standing.

Among the other makers, the climb by Benz is the most remarkable. An 18 percent first-half increase in registrations in Europe was unmatched in the industry.

Mercedes' big gain was in Germany, where its market share shot from below 9 percent to over 11 percent. There were small gains across the board. The 190 series is selling briskly, and the new mid-range 200/300 has exceeded all expectations. Plans are to lift Mercedes production volume next year.

BMW is recovering from setbacks in Germany earlier this year. It has introduced a diesel version of the 3-series. Need for this version was highlighted by sales of the Mercedes 190 diesel. BMW is giving priority to recovering lost domestic market share, but the concern is that the new mid-range Mercedes will harm sales of the BMW 5-series.

Volvo continues to make small market share gains. Saab, Seat and Austin Rover were down marginally at the halfway point.

The VW Golf II has helped maintain the company's No. 1 spot in Europe.

Scorpio has been well received and Ford will build 60,000 this year.

### European car sales by country

| Country | 6 mos '85 vs. '84 | 8 mos '85 vs. '84 |
|---|---|---|
| Austria | + 8.5 | + 12.9 |
| Belgium/Lux. | − 3.1 | + 1.7 |
| Denmark | + 4.5 | + 10.3 |
| Finland | + 3.2 | + 9.9 |
| France | − 0.6 | − 0.7 |
| Ireland | + 1.8 | + 4.0 |
| Italy | + 5.6 | + 6.6 |
| Netherlands | + 2.6 | + 4.8 |
| Norway | + 34.4 | + 41.1 |
| Portugal | + 11.2 | + 21.7 |
| Spain | − 0.9 | + 1.2 |
| Sweden | + 23.8 | + 22.6 |
| Switzerland | − 3.4 | − 3.1 |
| United Kingdom | 0 | + 5.3 |
| West Germany | − 7.9 | − 2.1 |
| Total | 0 | + 3.3 |

Figures are for penetration changes in relation to the same period last year.

### EUROPEAN NEW-CAR REGISTRATIONS AND MARKET SHARES FOR SIX MONTHS BY COUNTRY

| Country | | Units | Alfa Romeo | Austin Rover | BMW | Fiat Auto | Ford | General Motors | Japan (all) | Mercedes-Benz | Peugeot group | Renault | Saab | Seat | VW-Audi | Volvo |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Austria | '85 | 131,419 | 0.97 | 0.13 | 3.16 | 5.93 | 10.03 | 14.84 | 25.64 | 3.63 | 6.66 | 4.71 | 0.13 | 0.44 | 20.88 | 1.44 |
| | '84 | 121,067 | 1.25 | 0.10 | 4.04 | 7.69 | 10.54 | 13.54 | 25.02 | 3.00 | 7.21 | 4.83 | 0.20 | 0.37 | 19.15 | 1.68 |
| Belgium/Lux. | '85 | 210,401 | 0.76 | 1.43 | 2.37 | 3.88 | 9.05 | 12.53 | 19.49 | 2.77 | 14.32 | 9.73 | 0.34 | 1.11 | 14.56 | 2.34 |
| | '84 | 217,035 | 1.11 | 1.79 | 2.76 | 7.27 | 9.34 | 11.93 | 20.07 | 2.52 | 13.38 | 8.27 | 0.44 | 1.68 | 12.77 | 2.12 |
| Denmark | '85 | 83,999 | 0.12 | 0.24 | 2.17 | 5.17 | 15.94 | 17.50 | 29.82 | 0.68 | 5.88 | 0.79 | 1.14 | 0.21 | 7.22 | 4.00 |
| | '84 | 80,393 | 0.22 | 0.33 | 1.97 | 5.70 | 16.64 | 15.06 | 28.48 | 0.58 | 6.74 | 0.43 | 1.25 | 0 | 6.71 | 4.33 |
| Finland | '85 | 75,201 | 0.11 | 0.02 | 2.05 | 4.67 | 7.94 | 9.78 | 38.72 | 2.08 | 5.96 | 0.70 | 4.90 | 0 | 7.67 | 5.33 |
| | '84 | 72,836 | 0.10 | 0.07 | 2.10 | 5.63 | 9.02 | 9.02 | 36.88 | 2.09 | 6.89 | 0.72 | 5.28 | 0 | 6.26 | 4.49 |
| France | '85 | 895,888 | 0.82 | 1.55 | 1.34 | 4.69 | 7.56 | 4.65 | 2.96 | 0.97 | 35.29 | 29.96 | 0.07 | 1.12 | 6.27 | 1.04 |
| | '84 | 903,043 | 1.19 | 1.82 | 1.65 | 5.46 | 7.93 | 4.15 | 2.38 | 0.95 | 33.22 | 31.84 | 0.06 | 0.80 | 5.63 | 0.93 |
| Ireland | '85 | 38,384 | 0.25 | 6.08 | 0.79 | 5.48 | 20.35 | 13.63 | 32.73 | 0.64 | 3.14 | 7.62 | 0.27 | 0 | 7.11 | 1.67 |
| | '84 | 37,707 | 0.60 | 5.52 | 0.73 | 8.61 | 23.10 | 14.25 | 26.46 | 0.45 | 4.38 | 8.62 | 0.33 | 0 | 4.69 | 1.64 |
| Italy | '85 | 994,389 | 6.52 | 1.17 | 1.25 | 52.51 | 4.12 | 2.98 | ** | 1.12 | 7.01 | 10.50 | ** | 1.98 | 7.83 | 1.06 |
| | '84 | 941,858 | 7.59 | 1.26 | 1.78 | 55.17 | 4.32 | 3.33 | ** | 0.87 | 6.80 | 8.98 | ** | 1.53 | 5.03 | 1.24 |
| Netherlands | '85 | 306,960 | 0.76 | 1.08 | 2.75 | 6.09 | 11.97 | 18.65 | 21.11 | 2.30 | 9.86 | 6.28 | 0.50 | 1.35 | 9.26 | 5.36 |
| | '84 | 299,072 | 0.95 | 1.34 | 2.94 | 7.80 | 12.48 | 15.88 | 21.00 | 1.87 | 10.67 | 5.60 | 0.69 | 1.31 | 9.11 | 5.21 |
| Norway | '85 | 72,256 | 0.14 | 0 | 2.81 | 4.17 | 14.95 | 14.40 | 34.83 | 1.73 | 5.54 | 0.67 | 1.86 | 0 | 12.70 | 8.18 |
| | '84 | 53,764 | 0.05 | 0 | 2.29 | 4.69 | 15.02 | 12.02 | 33.28 | 1.71 | 6.41 | 0.42 | 2.40 | 0 | 10.69 | 7.97 |
| Portugal | '85 | 46,591 | 1.03 | 5.67 | 0.59 | 12.59 | 5.93 | 15.15 | 7.48 | 2.54 | 15.65 | 30.22 | ** | 0.22 | 1.05 | 0.72 |
| | '84 | 41,913 | 1.03 | 3.61 | 0.76 | 13.15 | 5.38 | 12.81 | 8.11 | 3.53 | 14.21 | 32.70 | ** | 0.29 | 2.30 | 0.98 |
| Spain* | '85 | 232,767 | 0.34 | 0.45 | 0.86 | 1.18 | 14.56 | 11.46 | 0.68 | 0.78 | 18.12 | 30.74 | 0.03 | 12.04 | 8.08 | 0.33 |
| | '84 | 234,828 | 0.25 | 0.54 | 0.81 | 0.93 | 13.63 | 7.86 | 0.62 | 0.83 | 19.38 | 27.67 | 0.02 | 19.48 | 3.56 | 0.33 |
| Sweden | '85 | 146,616 | 0.49 | 0 | 1.67 | 2.57 | 11.63 | 11.05 | 15.16 | 3.65 | 2.78 | 0.76 | 10.64 | 0 | 12.33 | 26.36 |
| | '84 | 119,022 | 0.47 | 0 | 1.98 | 2.63 | 11.33 | 10.03 | 14.05 | 2.57 | 3.30 | 1.07 | 12.94 | 0 | 11.86 | 26.79 |
| Switzerland | '85 | 149,385 | 2.58 | 0.85 | 4.26 | 7.72 | 7.86 | 14.03 | 24.61 | 2.47 | 8.56 | 6.46 | 0.47 | 0 | 16.36 | 1.94 |
| | '84 | 154,640 | 2.94 | 0.89 | 4.80 | 8.26 | 8.90 | 14.60 | 23.49 | 2.33 | 8.72 | 5.20 | 0.49 | 0 | 15.60 | 2.40 |
| United Kingdom | '85 | 943,636 | 0.16 | 17.87 | 1.89 | 3.10 | 26.17 | 17.29 | 9.44 | 1.02 | 5.64 | 4.18 | 0.45 | 0 | 6.09 | 3.36 |
| | '84 | 943,863 | 0.24 | 17.74 | 1.45 | 2.66 | 28.64 | 17.61 | 9.14 | 0.88 | 5.50 | 3.28 | 0.50 | 0 | 5.75 | 3.26 |
| West Germany | '85 | 1,256,697 | 0.36 | 0.30 | 6.21 | 4.46 | 9.92 | 15.81 | 13.15 | 11.19 | 4.05 | 3.55 | 0.13 | 0.16 | 28.68 | 0.58 |
| | '84 | 1,364,044 | 0.54 | 0.31 | 6.56 | 4.63 | 12.36 | 17.45 | 11.98 | 8.70 | 4.18 | 3.60 | 0.16 | 0.20 | 27.57 | 0.64 |
| Total units | '85 | 5,584,589 | 89,792 | 211,905 | 154,782 | 720,979 | 652,819 | 644,777 | 576,254 | 202,626 | 640,030 | 603,799 | 31,477 | 67,945 | 726,405 | 138,721 |
| | '84 | 5,585,253 | 105,253 | 214,585 | 171,086 | 743,575 | 719,812 | 651,856 | 543,332 | 171,613 | 627,091 | 585,083 | 33,083 | 76,204 | 671,753 | 130,336 |
| Market share | '85 | 100 | 1.61 | 3.79 | 2.77 | 12.91 | 11.69 | 11.55 | 10.32 | 3.63 | 11.46 | 10.81 | 0.56 | 1.22 | 13.01 | 2.48 |
| | '84 | 100 | 1.88 | 3.84 | 3.06 | 13.31 | 12.89 | 11.67 | 9.73 | 3.07 | 11.23 | 10.48 | 0.59 | 1.40 | 12.03 | 2.33 |

The statistics are market shares for the first half of this year compared with the same period last year. They are based on official registration statistics from each country.
*—Spanish entries are five months only.
**—Not available, but negligible.

# European auto industry eyes record sales

## *Will 1979 record be broken in 1986 or 1987?*

Demand for new cars in Western Europe next year may be heading back to the peak levels reached in 1979. Buying patterns across the continent have accelerated in the second half of this year following a no-growth first half.

If the trend continues into 1986 and 1987 the record will almost certainly be broken. "People do seem to want cars, good cars in particular, and they are spending more and more of their income proportionally on them," comments DRI Europe's John Lawson.

Statistics compiled by CSCA, the French trade and industry association, show car sales steadily increasing through the 1970s to peak at 10.35 million in 1979. Its figures include 14 European countries, but omit returns from Greece (65,700 last year) and Finland (125,000).

The second oil crisis resulted in a 1980-81 slump from which demand has not yet fully recovered. The total rallied in 1982 and in 1983 rose to 10.21 million. But the setbacks in France and Germany saw last year's total drop back once more to just under 9.90 million.

Continuing environmental problems in Germany and economic problems in France ensured that in the first six months of this year overall demand remained unchanged. However, two months later the early sales results indicate that buying is on the increase. Germany's deficit has been cut, Italian sales remain strong and there have been improvements in Britain, Spain and Belgium. Only French buying remains stagnant.

This diversity in national cycles is what distinguishes Europe from the U.S. Overall demand in each region is broadly similar: 9.9 million in Europe last year, 10.12 million in the U.S. But in America, when auto buying slumps as it did in 1982, results are horrendous.

By contrast, the lack of commonality within the various European national markets creates far less pronounced business cycles overall. In 1982, for example, France enjoyed its best year ever, just under 2.06 million new-car registrations. Over the border in West Germany the total, 2.15 million, was the lowest in seven years and nearly 20 percent below the national record.

The peaks and lows in Europe and the U.S. illustrate the point. Over the past decade U.S. demand has varied by 3.19 million units, while in Europe demand has fluctuated by 2.14 million.

U.S. buying reached its peak in 1978 at almost 10.95 million. Yet within four years it had sunk by 20 percent to 7.75 million. Europe's best year was 1979, when just under 10.35 million new cars were registered. The worst performance since then was 9.6 million in 1981, a drop of 7 percent. Even in 1974, in the immediate aftermath of the oil crisis and when the European market was less mature, 8 million new cars were bought.

The sequence of national peaks is evenly spread across the past decade. Over the past 10 years the country-by-country peaks amounted to 11.3 million sales. By way of contrast, the various low points added up to 7.8 million.

*—Richard Feast*

### European new-car market shares by manufacturer

| Manufacturer | 6 mos. 1985 | 1984 Total | 1983 Total | 1982 Total | 1981 Total | 1980 Total | 1979 Total | 1978 Total |
|---|---|---|---|---|---|---|---|---|
| Fiat Auto | 12.9 | 12.7 | 12.0 | 12.3 | 12.7 | 11.8 | 10.0 | 10.0 |
| Ford | 11.7 | 12.8 | 12.5 | 12.3 | 12.2 | 11.1 | 12.0 | 12.2 |
| General Motors | 11.5 | 11.1 | 11.1 | 9.6 | 8.3 | 8.7 | 9.6 | 10.3 |
| Japan (all) | 10.3 | 10.2 | 10.1 | 9.5 | 9.6 | 9.8 | 7.3 | 6.4 |
| Peugeot SA | 11.5 | 11.5 | 11.8 | 12.3 | 13.1 | 14.6 | 17.1 | 17.9 |
| Renault | 10.8 | 10.9 | 12.6 | 14.4 | 13.7 | 14.9 | 13.5 | 12.8 |
| VW-Audi | 13.0 | 12.0 | 11.8 | 11.9 | 12.8 | 11.8 | 12.2 | 11.5 |

These six manufacturers, together with the combined Japanese importers, represent the dominant sales blocks in the 16 western European countries. All market shares have moved steadily closer following the periods of record demand in the late 1970s.

### Western European sales results by country

| Country | Record | Year | Low | Year | Difference |
|---|---|---|---|---|---|
| Austria | 295,900 | 1977 | 158,300 | 1978 | 137,600 |
| Belgium | 428,900 | 1977 | 338,900 | 1983 | 89,900 |
| Danmark | 151,700 | 1976 | 71,900 | 1981 | 79,800 |
| France | 2,056,500 | 1982 | 1,482,300 | 1974 | 574,200 |
| Ireland | 107,800 | 1978 | 53,100 | 1974 | 54,700 |
| Italy | 1,739,300 | 1981 | 1,050,900 | 1974 | 688,400 |
| Netherlands | 584,600 | 1978 | 386,800 | 1981 | 197,800 |
| Norway | 145,200 | 1977 | 77,800 | 1978 | 67,400 |
| Portugal | 97,900 | 1976 | 51,900 | 1979 | 46,000 |
| Spain | 632,100 | 1977 | 435,100 | 1981 | 197,000 |
| Sweden | 312,900 | 1976 | 188,500 | 1981 | 124,400 |
| Switzerland | 291,100 | 1981 | 189,900 | 1974 | 101,200 |
| United Kingdom | 1,791,700 | 1983 | 1,196,200 | 1974 | 595,500 |
| West Germany | 2,663,700 | 1978 | 2,106,000 | 1974 | 557,700 |
| TOTAL | 11,299,200 | — | 7,787,600 | — | 3,511,600 |

Source: CSCA. Statistics indicate the high and low sales years in western European countries over the past 10 years.

Renault calls its R5 the Superfive or Superclone.

The R25 has sold well for Renault but volumes are comparatively small.

The Opel Corsa, made in Spain, has rounded out GM's lineup in Europe.

The new Mercedes-Benz 200/300 models have boosted company sales.

# Slugging it out in France

## *European and Japanese competition dent Renault and Peugeot*

The two big French auto makers, Renault and the Peugeot group, dominated Western-European car sales at the end of the 1970s. At that time they accounted for nearly one in three new cars sold there. Now, in the mid 1980s, the proportion is just one in five.

The results indicate competition has highlighted the weaknesses inherent in the two companies. They have declined while enjoying protection from Japanese imports in the two countries that are most important to their manufacturing and sales base, France and Spain.

The increased competition came from three sources: General Motors, Fiat Auto and Japan. The relative stability of Ford of Europe and the VW-Audi group in terms of market share reflects a more substantial inner strength than that possessed by Renault and Peugeot (PSA).

The French companies achieved their late '70s success from different directions. Peugeot grew by acquisition, first Citroen in 1975 and then Chrysler-Europe in 1978. It produced an unwieldy, uncoordinated group which at the time had nearly 18 percent of western-European car sales. An early plan to run Talbot (formerly Chrysler) as a separate division was quickly dropped, and the painful start of absorbing it totally into Peugeot was begun.

There were too many conflicting products, and too many old ones. As sales declined, morale within the group sank. Financial losses were huge. Customers switched to Renault, particularly in France. Renault's internal growth was given a big boost.

This steady increase in Renault market share during the period coincided with continued good demand in France, where sales peaked at more than 2 million in 1982-83. It led directly to Renault's success as No. 1 in Europe from 1980 until 1983.

PSA's market share stabilized by 1983, as its reconstruction plans began to take effect. These involved integrated group products, sharing of components and factories and considerable reductions in personnel. The process is not yet complete. Citroen is still over-manned and losing money.

PSA is much further along in the rejuvenation program than Renault. As a state-owned concern, its high labor force and old-fashioned work practices were regarded as integral parts of its structure. While demand was brisk, its inefficiencies could be masked.

However, PSA began fighting back with new models (Peugeot 205 and Citroen BX) at a time when domestic demand went into reverse. At the same time investments in the U.S. to make Renault a global concern (AMC and Mack) were yielding negative results. The company was also under attack from its own employes for pursuing international aims rather than looking after French needs. A tardiness in renewing key products dampened Renault's showroom appeal.

Thus Renault sank into unprecedented financial losses, as employes vetoed a restructuring plan. It cost Bernard Hanon his job as president-director general — a similar fate had already befallen Jean-Paul Parayre at PSA —and brought a new hard man to the head of Renault. Oddly, Georges Besse's view of Renault's future includes retrenchment, modernization and a smaller workforce, much like PSA's aims a few years earlier.

These events in France took place while the Japanese made headway in all markets that allow free access. Their notable success was in the tough West German market, where the Japanese achieved 12 percent from a minimal base in a short time. They did so not at the expense of the local makers, but at the cost of French and Italian imports.

At the same time, two of Europe's major manufacturers began seriously to tackle their problems. Fiat's retrenchment and reorganization in the late '70s and early '80s followed a long period of neglect, anarchy and chaos. The effectiveness of its strategy is reflected in its much improved market share and solid financial progress.

At General Motors the decision to build powertrain factories in Austria and assembly plants in Spain was an indication of its European ambitions. It poured money into new products and facilities after concentrating all R&D with Adam Opel in West Germany.

GM's main contribution towards improving its European standing was putting a serious sales effort into an area that it had long neglected: Vauxhall Motors in the U.K. There, it doubled market share at a time when demand had never been higher. The results can be seen in its overall European standing.

There have been far fewer fluctuations in the market shares of Ford and VW-Audi. Ford's went steadily up, to the extent that it enjoyed brief European leadership last year. This year that honor has passed to the VW group, a remarkable effort when the depressed German demand earlier this year is taken into account.

The Big Six have moved closer during the 1980s. At the 1979 peak the No. 1, PSA, was separated from the sixth biggest retailer, GM, by 7.5 percent. Today's leader, VW, has only 2.2 percentage points advantage over Renault in sixth.

*—Richard Feast*

# factories list auction dates

### American Motors

Oct. 22—High Point Auto Auction, High Point, N.C., and Aptco Auto Auction, Taylor, Mich.

Oct. 23—Kansas City Auto Auction, Kansas City; Mid-States Auto Auction, South Bend, and Metro Milwaukee Auto Auction, Caledonia, Wis.

Oct. 24—Evansville Auto Auction, Evansville, Ind.; Northway Exchange, Clifton Park, N.Y., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

**Model Breakdown**
**Auction Averages**

| | OCT. 1985 | SEPT. 1985 | AUG. 1985 |
|---|---|---|---|
| 1985 .... | $9,681 | $10,176 | $11,068 |
| 1984 .... | $6,777 | $7,430 | $7,766 |
| 1983 .... | $6,129 | $6,177 | $5,923 |
| 1982 .... | $4,857 | $4,860 | $5,094 |
| 1981 .... | $3,519 | $3,991 | $4,228 |
| 1980 .... | $2,841 | $3,008 | $3,165 |
| 1979 .... | $2,368 | $2,519 | $2,585 |
| 1978 .... | $1,805 | $1,848 | $2,099 |
| Overall Average | $4,743 | $4,883 | $5,172 |

Oct. 25—Floyd Hauhe Auto Auction, Bridgeton, Mo.

Oct. 29—Arena Auto Auction, Chicago, and D-A Auto Auction, New Stanton, Pa.

Oct. 30—Columbus Fair Auto Auction, Obetz, O.; Central States Auto Auction, Mason City, Ia., and Mid-States Auto Auction, South Bend.

Oct. 31—Evansville Auto Auction, Evansville, Ind.; Todd Auto Auction, Telford, Pa.; Minneapolis Northstar Auto Auction, Shakopee, Minn., and Corry Auto Auction, Corry, Pa.

### Chrysler Corp.

Oct. 22—Hatfield Auto Auction, Hatfield. Pa.; Arena Auto Auction, Chicago; Metro Auto Auction of Kansas City, Lee's Summit, Mo., and Florida Auto Auction of Orlando, Ocoee, Fla.

Oct. 23—Southern Auto Auction, Warehouse Point, Conn.; Columbus Fair Auto Auction, Obetz, O., and South Seattle Auto Auction, Kent, Wash.

Oct. 24—Atlanta Auto Auction, Red Oak, Ga., and Fredericksburg Auto Auction, Fredericksburg, Va.

Oct. 29—Hatfield Auto Auction, Hatfield, Pa.; Aptco Auto Auction, Taylor, Mich.; Golden Gate Auto Auction, Fremont, Calif., and Nu-CarPrep System, Santa Fe Springs, Calif.

Oct. 30—Butler Auto Auction, Gibsonia, Pa.; Sand Mountain Auto Auction, Boaz, Ala; Minneapolis Auto Auction, Plymouth, Minn., and Dallas Auto Auction, Grand Prairie, Tex.

Oct. 31—Clanton's Auto Auction, Darlington, S.C.

**Used Car Sales**
**Auction Averages**

| | |
|---|---|
| Oct. to date | $4,743 |
| Month ago | $4,892 |
| Year ago | $4,902 |

Nov. 1—Concord Auto Auction, Acton, Mass., and Floyd Hauhe Auto Auction, Bridgeton, Mo.

### Ford Motor Co.

Oct. 23—Clanton's Auto Auction, Darlington, S.C.

Oct. 24—Arena Auto Auction, Chicago, and Big H Auto Auction, Houston.

Oct. 30—Minneapolis Northstar Auto Auction, Shakopee, Minn.

### General Motors

Oct. 22—Ohio Auto Auction, Columbus, O.

Oct. 23—Metro Auto Auction, Kansas City.

Oct. 24—Butler Auto Auction, Gibsonia, Pa., and Arena Auto Auction, Chicago.

Oct. 31—Southwest Auto Auction, Phoenix.

Nov. 5—Dallas Auto Auction, Dallas.

Nov. 6—Golden Gate Auto Auction, Fremont, Calif., and Hatfield Auto Auction, Hatfield, Pa.

Nov. 7—Aptco Auto Auction, Taylor, Mich., and Floyd Hauhe Auto Auction, Bridgeton, Mo.

Nov. 14—Nashville Auto Auction, Nashville.

## Supreme Court refuses to hear libel-case appeal

WASHINGTON.—The U.S. Supreme Court has left standing a lower court opinion that a 1981 CBS program about the dangers of multi-piece rims did not libel Redco Corp., a Pennsylvania manufacturer of such rims.

The CBS program, 60 Minutes, used an explanatory and cautionary movie made by the Insurance Institute for Highway Safety in a segment called "Killer Wheels." It later won an Emmy Award.

The Supreme Court refused to hear an appeal from a Third Circuit ruling that had upheld an earlier Pennsylvania Federal District Court decision. The lower court in March, 1982, said the CBS program was a constitutionally protected opinion piece.

Redco had claimed its business was adversely and severely affected even though its name had not been mentioned. The judge agreed but denied the libel charge since Redco had admitted there had been accidents involving the multi-piece rims.

# used-car auction directory

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**Golden Shovel Award for Hinesville Ford**

The Ford Golden Shovel Award is presented to Hinesville Ford Co., Hinesville, Ga., on its relcoation to new facilities. At the presentation, from left, are: Fred Mingledorff Jr., dealership president; J.D. Mingledorff, vice president and general manager; L.W. Cumbelich, district sales manager, and P.R. Accorti, market representation manager.

# Chrysler plans to import 150,000 cars from Japan

Continued from Page 4

Base price of the Colt is $5,431, while the Turbo is being advertised as the lowest-priced turbo on the market at $7,894. Mitsubishi Motor Sales of America (MMSA), however, sells its Mirage Turbo at $7,879.

The truck price leader, equipped with a 2.0-liter engine, is $5,788. In keeping with the past several years, only Dodge outlets will be selling the Ram 50 truck series.

"We've found that we've been successful in marketing the Dodge franchise as the place to buy a truck," Cunningham said of the decision not to offer the pickup through Chrysler-Plymouth points. "We have different products coming, both import and domestic, that won't be sold through both Chrysler-Plymouth and Dodge."

The Colt Vista, which is a cross between a station wagon and a van, will again offer four-wheel drive, which was initially offered as an option midway through the 1985 model run.

Mike Coughlin, director of sales development for Import/Export Operations, said that nearly 40 percent of Vista sales include the 4WD option. Cunningham estimated that about 35,000 Vistas and 80,000 Colts will be sold during the 1986 model year.

Conquest will also return with the addition of a high-performance model called the TSi. The car features flared fenders and quarter panels, 15-inch wheels, and 176-HP intercooled turbo 2.6-liter power plant. The TSi produces 31 more horsepower than the non-intercooled turbo found in base models.

Estimated price of the TSi package is about $17,000, or about $3,000 more than the standard Conquest.

**IMPORT OUTLETS**
**1957 to 1984**

| | |
|---|---|
| Jan. 1, 1957 | 2,930 |
| Jan. 1, 1958 | 11,409 |
| Jan. 1, 1959 | 14,031 |
| Jan. 1, 1960 | 14,674 |
| Jan. 1, 1961 | 13,135 |
| Jan. 1, 1962 | 11,894 |
| Jan. 1, 1963 | 7,138 |
| Jan. 1, 1964 | 5,249 |
| Jan. 1, 1965 | 5,856 |
| Jan. 1, 1966 | 6,013 |
| Jan. 1, 1967 | 6,588 |
| Jan. 1, 1968 | 7,156 |
| Jan. 1, 1969 | 7,869 |
| Jan. 1, 1970 | 8,311 |
| Jan. 1, 1971 | 9,860 |
| Jan. 1, 1972 | 12,375 |
| Jan. 1, 1973 | 13,332 |
| Jan. 1, 1974 | 11,246 |
| Jan. 1, 1975 | 11,489 |
| Jan. 1, 1976 | 10,414 |
| Jan. 1, 1977 | 11,387 |
| Jan. 1, 1978 | 17,374 |
| Jan. 1, 1978 | 17,700* |
| Jan. 1, 1979 | 17,114 |
| Jan. 1, 1980 | 16,919 |
| Jan. 1, 1981 | 16,681 |
| Jan. 1, 1982 | 11,270** |
| Jan. 1, 1983 | 10,011*** |
| Jan. 1, 1984 | 10,096 |
| Jan. 1, 1985 | 12,427 |
| July 1, 1985 | 15,576 |

*—Alltime high
**—VW counted as domestic in 1982 and subsequent years.
***—Renault counted as domestic in 1983 and subsequent years.

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# Imports show 25-pct. increase in dealerships

Continued from Page 1

add new imports to their dealer networks.

Total import franchises jumped 23 percent, from 16,191 to 19,897 in the first six months of the year. But the 3,747 new outlets handling Chevrolet and L-M captives were more than the total increase of 3,706.

About half the import makes gained and half lost ground during the first half. Italian and French makes showed some loss, and the major gains were recorded by the Japanese, Swedish and West German marques, a pattern following sales trends.

Nissan, with 1,109, and sales leader Toyota, with 1,082, were the only independent imports with franchise totals in four figures.

## Volkswagen builds regional quarters

TROY, Mich.—Volkswagen of America is constructing a new regional hedquarters office in Dublin, O. The 6,700-square-foot office building, which is expected to be completed in December, adjoins VWoA's Training Center and Parts Depot.

The new complex will provide sales, service and parts support for dealerships in VWoA's Columbus region, which covers lower Michigan, Ohio, Kentucky and Indiana. Paul Moneypenny is regional manager, and Paul Esenpreis is assistant regional manager.

**Consumer advisory board formed**

# 2 dealers named Yugo directors

Continued from Page 3

sumer group will provide input to the company on product development, dealer relations, customer satisfaction, image and awareness as well as on the total driving and owner experience of the Yugo.

Executives will meet with the consumer group, and Prior stressed that this is "not a public relations thing" or an owners club. Instead, he views the group as providing feedback to the company from the consumer level just as the dealer advisory group provides input from the retail side of the business.

"We want to know what is going on," he said.

Prior said two more dealers have been asked to join the dealer advisory group. They are Allen Gaines, president of Fireside Imports and Fireside Chrysler-Plymouth, Schaumburg, Ill., and Richard S. Dyer Jr., president of Dyer & Dyer, Inc., Chamblee, Ga.

•Prior said the dealer advisory group has been instrumental in several important decisions the company made during the launch phase.

It aided in the selection of the company's advertising agency and helped develop the concept that the Yugo should be presented as reliable and durable rather than concentrating entirely on low price. It also has been involved in the advertising approval process.

Another critical task for the group was explaining the retail auto business to the manufacturer, Zastava, during a trip to Yugoslavia last summer.

Prior said all 91 Yugo dealers now have both his home phone number and a "hotline" phone number in his office so they can reach him "any time." In addition, all senior managers of Yugo are instructed to telephone five dealers per day to talk about the business.

"We're trying to be a retail-driven company," Prior said, adding that this influenced another Yugo decision: The company "will not do any direct fleet or lease" sales. He said he is referring calls to dealers on those matters, and he said that Yugo is "opposed to two-tier pricing."

In the next few weeks, dealers will receive a questionnaire which Prior described as a "report card of Yugo America."

They will be asked to comment on anything and everything because "we want to know what they are thinking."

**IMPORT FRANCHISES**

| | July 1, 1985 | Jan. 1, 1985 |
|---|---|---|
| JAPAN | 15,880 | 12,863 |
| Chevrolet | 5,050 | 2,077 |
| Plymouth Captives | 2,992 | 2,980 |
| Dodge Captives | 2,908 | 2,893 |
| Toyota | 1,082 | 1,091 |
| Nissan | 1,109 | 1,106 |
| Honda | 862 | 850 |
| Subaru | 808 | 810 |
| Mazda | 760 | 760 |
| Isuzu | 228 | 215 |
| Mitsubishi | 81 | 81 |
| WEST GERMANY | 2,361 | 1,572 |
| Merkur | 774 | 0 |
| Mercedes-Benz | 419 | 417 |
| BMW | 432 | 419 |
| Audi | 408 | 408 |
| Porsche | 328 | 328 |
| SWEDEN | 747 | 738 |
| Volvo | 406 | 404 |
| Saab | 341 | 334 |
| ITALY | 309 | 382 |
| Bertone/Pininfarina | 54 | 141 |
| Alfa Romeo | 134 | 121 |
| Ferrari | 43 | 61 |
| Maserati | 66 | 48 |
| Lamborghini | 12 | 11 |
| FRANCE | 295 | 302 |
| Peugeot | 295 | 302 |
| UNITED KINGDOM | 290 | 319 |
| Jaguar | 171 | 172 |
| Rolls-Royce | 64 | 63 |
| Lotus | 43 | 40 |
| Aston Martin | 12 | 14 |
| TVR | 0 | 30 |
| MISCELLANEOUS | 15 | 15 |
| TOTAL | 19,897 | 16,191 |

# Is there a car from Brazil in Ford's U.S. future?

Continued from Page 3

according to Ford officials.

Halstead said the question of Brazilian quality should be answered by the Cargo project.

"We're pleased with the initial quality we're getting out of the vehicle," he said. "That is a compromise we are not willing to make and I think we're pretty close to getting past that one. We'll know better when the customers get them and drive them.

"But the initial rides and drives that we have had on the prototypes and all of the quality review data that we've reviewed would say it's first class," Halstead said. "In terms of cost, it's meeting its targets. But we've got a ways to go."

Ford of Brazil is already a substantial exporter of components to the U.S., sending 2-liter, normally aspirated engines for the Ranger series; 2.3-liter turbocharged power plants for Thunderbird, Mustang, Cougar and the German-built Merkur XR4Ti, and 2.3-liter normally aspirated engines for industrial use.

The Brazilian subsidiary also exports AM-FM cassette radios and other electronic controls and amplifiers to this country.

Brazil also shipped 25,000 Escorts to Norway, Finland, Sweden, Switzerland and Iceland last year and is exporting another 15,000 of the subcompacts to those markets in 1985. In addition, Ford of Brazil sends CKD units of its Corcel and Del Rey models to Venezuela for assembly in that country.

Last year, Ford of Brazil exported $475 million worth of merchandise to other nations. The total is expected to reach $500 million in 1985, and Ford is projecting 5 percent growth for 1986.

# Fiat continues search for mate as Ford talks die

Continued from Page 2

the more I realized it was impossible to achieve," Agnelli said.

Nonetheless, a joint venture or merger among Europe's top six companies remains a valid strategy, Agnelli said.

European production capacity exceeds demand by 2.5 million units, and that overcapacity represents half of the total overcapacity worldwide, he pointed out.

Each of the six major producers holds between 11 and 13 percent of the market, resulting in no clear leader. European companies collectively have lost billions in the past five years. Agnelli expects the industry to reduce its losses in 1985 and move close to the break-even point in 1986.

Further, Agnelli said, the companies that reach a joint agreement first will have an advantage in locking up a quarter of the European market, a strategy Fiat has chosen. However, for the time being, Agnelli said Fiat needs to reflect upon its negotiations with Ford before it pursues another mate.

# Duesenberg sets Harrah's record

Continued from Page 6

Harrah, adult sons of the late William Harrah, the collection's founder.

The men in turn put the vehicles on loan to the William F. Harrah Automobile Foundation, which will build a new museum in downtown Reno to display several hundred of the collection's best cars, as well as private donations, and its extensive automotive library.

The auction attracted 624 registered bidders. The third of three such auctions is scheduled for the fall of next year.

## OBITUARIES

### Vincent W. Piggins, 67; fathered Z-28 option

DETROIT.—Vincent W. Piggins, the father of the Chevrolet Camaro Z-28 option, died last Thursday (Oct. 17) after suffering a massive heart attack in September. He was 67.

Piggins recently was honored by Chevrolet, where he worked for 27 years before retiring in 1983, as one of the legends of performance. He is credited with the original concept of producing the virtually race-ready Camaro Z-28 in 1967 as an option available from any Chevrolet dealer. He joined Chevrolet in 1956 from Hudson.

### Richard S. Smith

WEYMOUTH, Mass.—Richard S. Smith, president of Ricky Smith Pontiac-Subaru here, died Oct. 5. He was 66. He established the Pontiac dealership in 1959 and added Subaru in 1971. Mr. Smith was a founder, past president and secretary-treasurer of the New England Subaru Dealers Council and a member of the Boston Zone Pontiac Dealer Council.

### Lloyd Leo Grant

PUYALLUP, Wash.—Lloyd Leo Grant, 82, died Sept. 6. Mr. Grant owned automobile dealerships in Puyallup, Seattle and Spokane for more than 50 years. He operated dealerships in Seattle and Spokane from 1926 to 1942. After World War II, he opened a Nash dealership and later headed an Oldsmobile point. He owned a Chevrolet store in Puyallup from 1959 to 1975. Mr. Grant was a director of the Washington State Auto Dealers Assn.

### Sidney Pelunis

BEACHWOOD, O.—Sidney Pelunis, 70, who began his career as an auto salesman in 1953, died recently. For many years, he was associated with his brother, A.D. Pelunis, in the Oldsmobile dealership bearing the family name. Sidney Pelunis had served as president of the Greater Cleveland Plymouth Dealers Assn. and as treasurer of the Cleveland Automobile Dealers Assn.

### Joseph Lanfranco

RIVERSIDE, Calif.—Joseph Lanfranco, 43, chairman of the National Chrysler-Plymouth Dealer Council, died Oct. 12. Mr. Lanfranco worked for Chrysler Corp.'s Los Angeles zone for 10 years in many capacities, including district manager. He became owner of Riverside Chrysler-Plymouth in 1973, and a partner in Chrysler-Plymouth Center in Corona and Hemet C-P in 1982.

**Steady now**

Ford district service engineer John Henage is not balancing a Merkur XR4Ti over his head—he is conducting Merkur technical training for Los Angeles-area Lincoln-Mercury dealers and salespersons. The seminars heighten awareness of Merkur's technical attributes such as a turbocharged engine and four-wheel independent suspension. According to Henage, car salespersons need such training to keep one step ahead of today's more-sophisticated car shoppers.

# Imported-car inventory falls to five-month low

Continued from Page 1

reported four cars in inventory and, yes, that included port, in-transit and dealership stocks, according to Yugo President William Prior. He said next month's survey should turn up more; a shipment has landed since the month opened.

Elsewhere, import inventories vacillated wildly as shortages set in among some imports as their model year closed. Sales shot up (especially for trucks), and others continued with business as usual because they will not introduce new models until the start of the calendar year.

Jaguar was a prime example of the model-year-changeover blues: Its inventory shot up from its usual realm of 17 days to 56 because dealers weren't allowed to presell cars.

Volvo, traditionally beset by shortages at this time of year, saw a big jump in its days-supply number, apparently because it didn't have enough cars to sell.

The big decreases in days-supply numbers for BMW and Volkswagen were due to a combination of increased sales and decreased inventories. Audi's days-supply figure jumped only because of increased shipments; its sales actually rose during September.

Chrysler Corp. captive imports were the big winners in reducing inventories, both of cars and trucks, by more than doubling their daily selling rates. But Mitsubishi—which supplies Chrysler with its captives—pulled off a nearly equal performance for its own dealer network, slicing its days-supply figures for cars and trucks the same way.

The Chevrolet captives' big changes in days-supply figures can be attributed to shipment fluctuations. Spectrum sales were steady and Sprint's were up for the month.

Similarly, Isuzu's big decrease in its auto days-supply level is attributed only to shipments; its sales stayed nearly even.

Nissan's big car-supply drop was due to a big decrease in inventories and a moderate increase in sales.

In the truck segment, sales for Isuzu, Mitsubishi, Mazda, Nissan and the Chrysler Ram 50 increased significantly, slicing their days-supply figures.

There was a 23-day supply of Japanese cars on Oct. 1. By line: Sprint, 240; Spectrum, 69; Isuzu, 59; Chrysler captives, 48; Mitsubishi, 20; Nissan, 19; Subaru, 19; Mazda, 15; Honda imports, 13, and Toyota, 13.

German cars averaged a 49-day supply: Audi, 67; BMW, 63; Porsche, 54; Merkur, 45; VW imports, 43, and Mercedes-Benz, 28.

The average for cars from other countries was a 61-day supply: Renault imports, 272; Peugeot, 68; Volvo, 59; Jaguar, 56; Alfa Romeo, 28, and Saab, 26.

**IMPORT STOCKS**

| | Oct. 1, 1985 | Sept. 1, 1985 | Oct. 1, 1984 |
|---|---|---|---|
| Spectrum | 69 | 114 | 0 |
| Sprint | 240 | 165 | 22 |
| Chevrolet | 129 | 128 | 22 |
| Chrysler Corp. | 48 | 119 | 69 |
| Honda | 13 | 11 | 8 |
| Isuzu | 59 | 84 | 52 |
| Mazda | 15 | 21 | 17 |
| Mitsubishi | 20 | 50 | 17 |
| Nissan | 19 | 33 | 24 |
| Subaru | 19 | 20 | 14 |
| Toyota | 13 | 6 | 12 |
| JAPAN | 23 | 25 | 19 |
| Audi | 67 | 59 | 40 |
| BMW | 63 | 49 | 58 |
| Mercedes-Benz | 28 | 42 | 22 |
| Merkur | 45 | 58 | 0 |
| Porsche | 54 | 61 | 29 |
| VW | 43 | 62 | 38 |
| GERMANY | 49 | 55 | 39 |
| Alfa Romeo | 28 | 37 | 59 |
| Jaguar | 56 | 17 | 8 |
| Maserati | 0 | 0 | 40 |
| Peugeot | 68 | 70 | 49 |
| Renault | 272 | 321 | 217 |
| Saab | 26 | 35 | 41 |
| Volvo | 59 | 39 | 47 |
| OTHER COUNTRIES | 61 | 48 | 58 |
| Total Import Cars | 29 | 31 | 24 |
| Isuzu | 43 | 71 | 55 |
| Mazda | 9 | 17 | 14 |
| Mitsubishi | 43 | 97 | 40 |
| Nissan* | 25 | 47 | 44 |
| Toyota | 24 | 20 | 40 |
| Chrysler** | 38 | 114 | 55 |
| Total Imp. Trucks | 26 | 40 | 39 |
| Total Imp. Vehicles | 29 | 33 | 27 |

*—Includes domestic trucks
**—Chrysler truck estimate

### Bus maker looks for site

LONDON.—Hungarian bus maker Ikarus is reported to be looking for an assembly site at one of the U.K.'s recently opened Free Ports.

**Key economic and non-economic issues involved**

# Strike costs Chrysler millions daily

Continued from Page 1

joyed by employes of our major competitors," Miner said.

Added Miner, "We were working out job security provisions with the union when this broke off. It isn't as though we were miles apart on job security."

Chrysler asked the UAW to extend the talks beyond the contract expiration, Miner said.

Bieber said "no useful purpose would have been served" by such an extension. He also noted that in some locations, UAW members had walked out in advance of the midnight deadline. The wildcat walkouts occured at Chrysler's assembly plants in Detroit; Warren, Mich., and St. Louis.

At presstime, the two sides had not detailed progress in the negotiations which resumed Wednesday morning after the strike began.

"We are still apart on a number of very key issues," Bieber said after 15 hours of bargaining Thursday. "We've worked very hard, and we're just not there."

Wednesday afternoon, Bieber said that "some very tough issues" remained outstanding, including job security.

However, Bieber also said there were "a number of major issues that are not totally resolved but that we've come much closer to reaching a final resolve on." He would not detail those issues.

Noting that Chrysler hoped for a short strike, Miner said, "We bleed to death when we're on strike. This whole company is paralyzed as of midnight (Wednesday). The money we need for the future to build new products and provide job security is going down the tube."

Analysts estimate the strike costs Chrysler $10 million to $15 million per day. The longer the strike lingers on, the higher the per-day price tag rises. If it is a short strike, production can be made up and earnings for the quarter and the year will not be affected.

Meanwhile in Canada, the Canadian UAW said early Friday that no progress had been made since the strike began simultaneously with the U.S. The newly independent Canadian UAW is negotiating its first contract for 10,000 members at four plants.

Subcommittee meetings, but no main table discussions, were scheduled Thursday and Friday, the UAW said.

According to the UAW, major economic and non-economic issues remained unresolved, including apparently the complex issue of job classifications.

Chrysler's key objective in both countries is the reduction of the more than 500 current job classifications. The company claims fewer and more flexible work rules and classifications will yield greater manufacturing productivity.

In Canada, the UAW's chief demand is wage parity with Canadian workers at GM and Ford.

Chrysler's job classification and chief economic proposals had been modified at the time of the strike, said Chrysler Canada chief negotiator William J. Fisher.

A Chrysler spokesman said Friday that "we've already given them parity."

Local agreements also remained a sticking point in Canada. Under Canadian law, settlement of local agreements must precede signing of a national agreement.

Fisher said local pacts covering workers in smaller plants in Ajax, Ont., and Etobicoke, Ont., have been settled. However, "in-plant issues" were impeding settlement of the local contracts at the two Chrysler plants in Windsor.

A Canadian general membership meeting scheduled for Sunday was postponed Friday to work throughout the weekend if needed.

If a tentative settlement is reached and the contracts are ratified, workers could return to work immediately.

In the U.S., the National UAW-Chrysler Council reviews the tentative agreement but is not required to approve it prior to submittal to the general membership.

A UAW spokesman said a one-day ratification process is possible at Chrysler plants and locals.

A meeting of the Chrysler council was scheduled Saturday in Huntsville, Ala.

UAW officials Friday said the meeting would be held even if a tentative agreement was not reached. There was no indication how soon negotiations would resume.

Last week's strike against Chrysler in the U.S. was the first since 1973. Canadian Chrysler workers struck for five weeks in 1982.

Joe Wilssens

**Night of gloom**

Owen Bieber's face shows strain and disappointment as the UAW president announces that the strike against Chrysler Corp. has begun. It involves 70,000 workers in the U.S. Another 10,000, represented by the Canadian UAW, also went on strike against Chrysler.

# Iacocca's new column spurs talk of presidential potential

Continued from Page 2

edly convinced Iacocca to do the articles. Iacocca also has been approached by other newspaper syndicates to do a column.

"It's brilliant PR," said John Casey, president of MG and Casey Communications Inc., a Detroit-area public relations firm specializing in handling public issues. The firm has worked on several Democratic political campaigns, including a presidential race.

"It gives him a forum to talk about different issues than we are used to hearing," Casey said. "It's from a safe haven, a kind of test to see if it works. It lets the public know him as multi-dimensional."

Yet it is Iacocca's outspokenness that is expected to ultimately generate some backlash. "Your popularity decreases when you get into different issues," Casey said. "Anything—you name it. Nicaragua. Farm supports. Aid to the cities."

According to Schwartz, the paper was interested in Iacocca as a followup to a series by Henry Kissinger, a popular feature that demonstrated an interest in "big-name" opinion pieces.

About 100 U.S. and 20 overseas newspapers are carrying the series, Schwartz said—figures which could mean that syndication fees for the eight articles (which Iacocca says he will donate to charity) could reach the "ballpark" of $300,000.

Details of the Newsweek articles are still being negotiated, said a spokesman for the magazine. Iacocca is expected to contribute two pieces on agreed-on topics. The Newsweek series would be a sequel to his recent appearance on Time's cover.

"He's a creature of the television era," said Casey about the Iacocca media phenomenon. "Maybe Henry Ford II could have done it, but he wouldn't. Iacocca craves attention and approval—you can see that in his book. That's part of what drives him."

# UAW members to get payout on Chrysler stock

HIGHLAND PARK, Mich.—UAW President Owen Bieber said UAW-Chrysler members in both the U.S. and Canada will be permitted to receive their Chrysler stock entitlements either in actual shares or their cash value in a few months when the necessary arrangements are cleared with the U.S. Government.

Bieber said the current contract talks "afforded an opportunity to work out options that our members have clearly indicated they want with respect to the employe stock ownership plan (ESOP)."

The UAW obtained an ESOP at Chrysler as part of the federal loan guarantee legislation enacted in 1979. Because Canadians chose not to participate in all phases of the Chrysler rescue process, U.S. UAW members have a greater entitlement than their Canadian counterparts.

A U.S. UAW-Chrysler worker who was on the employment rolls during all four years in which shares were distributed now has 183 shares of Chrysler common worth more than $6,900 at the Oct. 14 price. The maximum distribution for Canadians under the ESOP is 139 shares worth more than $5,200 (U.S.).

Bieber noted that since the program was established under U.S. law, this new opportunity had to be worked out here both for U.S. and Canadian workers.

Bieber said Chrysler members will be able to decide early next year to take their entitlement in either shares or cash. A program also will be developed to secure the maximum advantage for each member with respect to tax liability, reinvestment, etc.

Currently, UAW-Chrysler members can recieve their ESOP entitlement only when their Chrysler employment is terminated.

**But not as much as GM strike a year ago**

# Chrysler strike cuts auto output

With Chrysler Corp. plants on strike, last week's scheduled auto production of 160,974 units fell 7.37 percent from the previous week's 173,785.

The strike began at midnight Oct. 16, and production had not been resumed at presstime.

But the auto makers' scheduled output last week was 4.97 percent better than the 153,352 cars built during the year-ago week, when the Canadian strike against General Motors caused slowdowns in the company's plants in the U.S.

Chrysler's estimated build of 10,000 units was 66.59 percent below the 29,935 cars assembled by the company during the previous week.

So far this year, 6,690,790 cars have been produced, 4.93 percent more than the 6,376,382 completed last year at this point.

Companies accounted for last week's scheduled production as follows: GM, 65.19 percent; Ford Motor Co., 21.53 percent; Chrysler, 6.21 percent; Honda of America Mfg. Co., 1.82 percent; Volkswagen of America, 1.46 percent; American Motors, 1.71 percent; New United Motor Mfg., Inc., 1.18 percent, and Nissan Motor Mfg. Co., U.S.A., 0.90 percent.

Saturday (Oct. 19) overtime was scheduled at GM plants in Arlington, Tex.; Doraville, Ga.; Lakewood, Ga.; Janesville, Wis.; Lordstown, O., and Clark Ave. (Detroit).

Ford has scheduled daily overtime this week (Oct. 21) at the following plants: Chicago; Dearborn; Edison, N.J.; Kansas City; Lorain, O.; Wayne, Mich., and Wixom, Mich.

Ford plants in Dearborn, Edison, Lorain, Kansas City and Wayne are slated for overtime this Saturday (Oct. 26).

Ford's Atlanta plant, which started assembling the new Taurus and Sable models on Oct. 14, reported production of 200 Taurus and 88 Sable cars last week.

Ford LTD and Mercury Marquis, formerly produced in Atlanta, are now being built in Chicago.

# Rental firm to pay $1,500 to buyers of rollback cars

By Geoff Sundstrom
Washington Reporter

WASHINGTON.—A local car-rental firm will pay 108 customers $1,500 each as a result of the firm and its president pleading guilty to federal charges of odometer tampering.

The settlement results from a $291,600 consumer fraud suit filed by the State of Virginia against Corporate Fleet Management, which manages Americar Rental Systems outlets in Virginia, the District of Columbia and Maryland.

The state asked for the award on behalf of consumers who bought from Americar Rental Systems vehicles whose odometers had been altered. Terms of the agreement were worked out between the Virginia attorney general's office and Corporate Fleet Management, with the approval of U.S. District Judge Albert V. Bryan Jr.

Earlier this year, Corporate Fleet Management and its president, Richard J. Gillis, pleaded guilty under a plea-bargain agreement to six misdemeanor counts of odometer tampering, mail fraud and obstruction of justice. That arrangement required Gillis to serve a 75-day jail term and pay a $115,000 fine. His company was fined $54,000.

In addition to the $1,500 awarded consumers under the consent decree, the settlement of the consumer suit also requires Americar to sponsor an educational program on federal odometer tampering laws for its employes and to explain that failure to comply with the consent decree would mean dismissal or disciplinary action for affected employes.

The firm will also be required to display a notice "of its policy of nontampering with odometers" on its car-rental properties, to be accompanied by a sample odometer disclosure form. Federal law requires that such a form accompany the sale of every used car.

## Chrysler strike cuts truck build by 8.47 percent

Domestic makers' estimated production of 70,315 trucks last week fell 8.47 percent from the previous week's 76,826, due to the strike at Chrysler Corp.

Last week's was the lowest scheduled truck build since the Labor Day week when 61,305 units were assembled.

But last week's targeted output was 5.77 percent more than the 66,480 trucks built during the year-ago week, when a General Motors strike in Canada affected production in the U.S.

So far this year, 2,802,539 trucks have been assembled, 10.81 percent more than the 2,529,227 units completed last year at this point.

GM scheduled overtime Saturday (Oct. 19) at its plants in St. Louis and Lordstown, O.

Ford Motor Co. plants in Kansas City; Louisville; Lorain, O.; Wayne, Mich., and Norfolk are scheduled for daily overtime this week (Oct. 21).

Overtime is scheduled for next Saturday (Oct. 26) at Ford's Kansas City, Lorain and Louisville plants.

## Canadian trucks decline 39 pct. as strike hits

The Chrysler Corp. strike (which began Oct. 16) and the Thanksgiving holiday cut last week's estimated Canadian truck output to 10,556 units, down 38.57 percent from the previous week's 17,183.

The strike had not been settled at presstime.

Last week's scheduled truck build was the lowest since mid-August when production fell to 10,240 units due to model changeovers and vacations.

Last week's estimate was 26.26 percent less than the year-ago week's 14,315.

That total reflected the strike against General Motors which was in progress last year at this time.

Year-to-date, 686,294 trucks have been assembled, 5.31 percent more than the 651,674 units built last year at this point.

Scheduled output of 19,376 cars in Canada last week was down 21.27 percent from the previous week's 24,610 due to the Thanksgiving holiday. Chrysler does not build cars in Canada.

Last week's estimate was 24.28 percent more than the year-ago week's 15,590.

So far this year, 855,619 cars have been assembled, slightly above (0.24 percent) the 853,568 units completed last year at this point.

## CANADIAN CAR PRODUCTION

| | Week Ended Oct. 19, 1985 | Week Ended Oct. 20, 1984 | Week Ended Oct. 12, 1985 | Oct to Date | Jan. 1 to Oct. 20, 1984 | Jan. 1 to Oct. 19, 1985 |
|---|---|---|---|---|---|---|
| AMERICAN MOTORS | 328 | 610 | 328 | 656 | 13,080 | 8,935 |
| FORD MOTOR | 7,453 | 11,056 | 10,533 | 25,887 | 349,469 | 397,588 |
| GENERAL MOTORS | 11,415 | 3,699 | 13,524 | 36,110 | 477,648 | 441,043 |
| VOLVO | 180 | 225 | 225 | 585 | 8,371 | 8,053 |
| Total Cars, Canada | 19,376 | 15,590 | 24,610 | 63,238 | 853,568 | 855,619 |

## U.S. TRUCK PRODUCTION☆

| | Week Ended Oct. 19, 1985 | Week Ended Oct. 20, 1984 | Week Ended Oct. 12, 1985 | Oct to Date | Jan. 1 to Oct. 20, 1984 | Jan. 1 to Oct. 19, 1985 |
|---|---|---|---|---|---|---|
| CHEVROLET | 22,752 | 19,900 | 23,252 | 65,241 | 802,826 | 957,287 |
| DODGE | 1,700 | 5,472 | 5,515 | 10,933 | 167,893 | 175,571 |
| FORD | 27,313 | 25,825 | 29,367 | 78,474 | 962,472 | 965,404 |
| GMC | 6,260 | 6,474 | 6,645 | 18,232 | 261,896 | 295,527 |
| INTERNATIONAL | 1,560 | 1,573 | 1,282 | 4,072 | 61,656 | 61,496 |
| JEEP | 5,800 | 3,749 | 5,830 | 16,181 | 150,795 | 179,227 |
| NISSAN | 2,880 | 2,437 | 2,885 | 8,068 | 77,579 | 89,444 |
| AM GENERAL | 50 | 50 | 50 | 140 | 2,110 | 2,030 |
| MISCELLANEOUS | 2,000 | 1,000 | 2,000 | 5,600 | 42,000 | 76,553 |
| Total Trucks, U.S. | 70,315 | 66,480 | 76,826 | 206,941 | 2,529,227 | 2,802,539 |

## CANADIAN TRUCK PRODUCTION

| | Week Ended Oct. 19, 1985 | Week Ended Oct. 20, 1984 | Week Ended Oct. 12, 1985 | Oct to Date | Jan. 1 to Oct. 20, 1984 | Jan. 1 to Oct. 19, 1985 |
|---|---|---|---|---|---|---|
| CHRYSLER | 2,929 | 8,706 | 7,613 | 17,867 | 291,672 | 319,391 |
| FORD | 2,835 | 3,446 | 3,654 | 9,407 | 123,593 | 131,616 |
| GENERAL MOTORS | 4,608 | 1,947 | 5,687 | 14,882 | 229,641 | 226,870 |
| INTERNATIONAL | 184 | 216 | 229 | 600 | 6,768 | 8,417 |
| Total Trucks, Canada | 10,556 | 14,315 | 17,183 | 42,757 | 651,674 | 686,294 |
| N. American Trucks | 80,871 | 80,795 | 94,009 | 249,698 | 3,180,901 | 3,488,833 |

r—Now includes window van production. *—Estimated
Jeep includes commercial only. AM General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.

## U.S. CAR PRODUCTION

| | Week Ended Oct. 19, 1985 | Week Ended Oct. 20, 1984 | Week Ended Oct. 12, 1985 | Oct to Date | Jan. 1 to Oct. 20, 1984 | Jan. 1 to Oct. 19, 1985 |
|---|---|---|---|---|---|---|
| AMERICAN MOTORS | 2,750 | 0 | 2,893 | 7,933 | 154,302 | 95,280 |
| Renault Total | 2,750 | 0 | 2,893 | 7,933 | 154,302 | 95,280 |
| Alliance | 1,900 | 0 | 1,961 | 5,399 | 87,510 | 61,608 |
| Encore | 850 | 0 | 932 | 2,535 | 66,792 | 33,672 |
| CHRYSLER CORP. | 10,000 | 30,969 | 29,935 | 64,572 | 1,004,678 | 1,052,026 |
| Plymouth Total | 2,650 | 10,068 | 8,233 | 17,309 | 305,130 | 304,298 |
| Horizon | 1,000 | 4,098 | 2,782 | 6,016 | 130,290 | 116,675 |
| Reliant | 1,200 | 4,189 | 4,055 | 8,276 | 143,126 | 134,687 |
| Caravelle | 350 | 1,220 | 1,020 | 2,204 | 14,317 | 39,083 |
| Gran Fury | 100 | 561 | 376 | 814 | 17,397 | 13,853 |
| Chrysler Total | 3,700 | 8,817 | 10,726 | 23,519 | 327,083 | 346,432 |
| LeBaron | 900 | 2,567 | 2,858 | 5,866 | 95,371 | 75,635 |
| LeBaron GTS | 1,100 | 285 | 2,624 | 5,847 | 612 | 79,831 |
| Laser | 350 | 1,696 | 1,195 | 2,761 | 58,062 | 43,812 |
| New Yorker/E-Class | 450 | 1,814 | 1,394 | 2,989 | 76,891 | 53,962 |
| Fifth Avenue | 900 | 2,455 | 2,655 | 6,056 | 96,147 | 93,192 |
| Dodge Total | 3,650 | 12,084 | 10,976 | 23,744 | 372,465 | 401,298 |
| Omni | 1,000 | 3,166 | 2,685 | 5,842 | 121,474 | 112,742 |
| Aries | 900 | 4,377 | 3,022 | 6,439 | 114,307 | 112,632 |
| Daytona | 350 | 1,386 | 1,209 | 2,599 | 43,332 | 39,278 |
| Dodge 600 | 600 | 1,573 | 1,728 | 3,818 | 61,398 | 53,548 |
| Lancer | 600 | 217 | 1,745 | 3,694 | 532 | 54,753 |
| Diplomat | 200 | 1,365 | 587 | 1,353 | 31,422 | 28,345 |
| FORD MOTOR | 34,665 | 41,691 | 33,384 | 95,549 | 1,435,117 | 1,337,294 |
| Ford Division | 24,315 | 26,064 | 23,368 | 67,050 | 930,012 | 897,059 |
| Escort | 7,904 | 7,323 | 9,146 | 23,227 | 282,259 | 274,656 |
| Mustang | 3,952 | 3,130 | 4,864 | 12,193 | 112,076 | 148,503 |
| LTD | 5,046 | 5,155 | 4,202 | 12,782 | 183,399 | 172,365 |
| Taurus*** | 200 | 0 | 0 | 200 | 0 | 200 |
| Thunderbird | 3,364 | 3,202 | 3,525 | 10,694 | 120,703 | 141,688 |
| Crown Victoria | 0 | 1,879 | 0 | 0 | 67,689 | 7,122 |
| EXP | 0 | 1,087 | 0 | 0 | 33,315 | 3,863 |
| Tempo | 3,849 | 4,288 | 1,631 | 7,955 | 130,571 | 148,662 |
| L-M Division | 10,350 | 15,627 | 10,016 | 28,499 | 505,105 | 440,235 |
| Mercury Total | 6,714 | 11,456 | 6,338 | 18,251 | 368,679 | 308,961 |
| Lynx | 1,521 | 1,408 | 1,686 | 4,337 | 56,885 | 58,764 |
| Capri | 361 | 853 | 446 | 1,117 | 14,246 | 15,456 |
| Marquis | 1,102 | 3,058 | 1,138 | 3,482 | 95,356 | 81,079 |
| Sable*** | 88 | 0 | 0 | 88 | 0 | 88 |
| Cougar | 2,694 | 2,673 | 2,610 | 7,215 | 92,404 | 102,697 |
| Grand Marquis | 0 | 1,737 | 0 | 0 | 75,157 | 7,915 |
| Topaz | 948 | 1,727 | 458 | 2,012 | 34,631 | 42,962 |
| Lincoln Total | 3,636 | 4,171 | 3,678 | 10,248 | 136,426 | 131,274 |
| Continental | 507 | 756 | 511 | 1,420 | 30,198 | 20,905 |
| Lincoln | 2,727 | 2,958 | 2,761 | 7,694 | 84,115 | 95,808 |
| Mark VI/VII | 402 | 457 | 406 | 1,134 | 22,113 | 14,561 |
| GENERAL MOTORS | 104,924 | 76,401 | 99,847 | 284,181 | 3,612,747 | 3,940,391 |
| Buick Total | 22,526 | 20,163 | 22,355 | 62,346 | 803,877 | 822,087 |
| Skylark | 0 | 2,605 | 0 | 0 | 89,477 | 40,953 |
| Skyhawk | 2,235 | 1,017 | 2,193 | 6,097 | 111,739 | 85,910 |
| Somerset | 2,670 | 1,892 | 2,764 | 7,765 | 11,583 | 101,969 |
| Century | 8,090 | 4,575 | 8,497 | 23,059 | 184,420 | 232,948 |
| Regal | 3,030 | 2,455 | 3,397 | 9,598 | 150,394 | 111,874 |
| LeSabre/Electra(rwd) | 830 | 4,535 | 806 | 2,250 | 168,679 | 92,246 |
| LeSabre (fwd) | 1,285 | 0 | 439 | 1,866 | 0 | 2,059 |
| Riviera | 365 | 1,252 | 145 | 588 | 41,577 | 46,055 |
| Electra(fwd) | 4,021 | 1,832 | 4,114 | 11,122 | 46,008 | 108,073 |
| Cadillac Total | 5,849 | 7,396 | 5,300 | 14,889 | 268,483 | 273,853 |
| Cimarron | 700 | 1 | 697 | 1,839 | 13,375 | 21,855 |
| Seville | 276 | 875 | 127 | 452 | 30,956 | 27,851 |
| Eldorado | 395 | 1,395 | 160 | 640 | 61,412 | 52,612 |
| Cadillac (rwd) | 804 | 1,616 | 601 | 1,717 | 97,385 | 32,909 |
| DeVille (fwd) | 3,674 | 3,509 | 3,715 | 10,242 | 65,355 | 138,626 |
| Chevrolet Total | 35,820 | 19,883 | 32,896 | 94,711 | 1,233,407 | 1,327,005 |
| Chevette | 3,112 | 2,607 | 2,773 | 8,266 | 148,429 | 129,035 |
| Cavalier | 10,841 | 1,837 | 10,239 | 28,409 | 335,317 | 402,847 |
| Celebrity | 4,073 | 5,925 | 4,076 | 11,777 | 236,260 | 218,186 |
| Camaro | 4,985 | 2,007 | 4,734 | 13,424 | 189,790 | 172,076 |
| Citation | 0 | 1,700 | 0 | 0 | 90,669 | 28,697 |
| Malibu/El Camino | 0 | 491 | 0 | 0 | 19,812 | 1,199 |
| Monte Carlo | 3,247 | 1,834 | 2,759 | 8,741 | 85,460 | 114,557 |
| Chevrolet | 8,562 | 2,706 | 7,309 | 21,286 | 98,567 | 222,664 |
| Corvette | 1,000 | 776 | 1,006 | 2,808 | 27,103 | 37,744 |
| Oldsmobile Total | 23,317 | 20,941 | 22,032 | 64,188 | 869,062 | 963,305 |
| Omega | 0 | 0 | 0 | 0 | 29,289 | 0 |
| Firenza | 1,260 | 1,031 | 1,311 | 3,557 | 57,669 | 51,715 |
| Cutlass Supreme | 5,632 | 3,984 | 4,885 | 15,091 | 209,403 | 190,007 |
| Cutlass Ciera | 7,403 | 4,187 | 7,581 | 21,870 | 201,196 | 288,902 |
| 88/98 (rwd) | 714 | 6,178 | 689 | 1,911 | 262,141 | 162,976 |
| 88 (fwd)*** | 1,600 | 0 | 1,230 | 3,580 | 0 | 3,768 |
| Olds 98 | 3,163 | 2,675 | 3,208 | 9,068 | 60,246 | 117,260 |
| Calais | 3,280 | 1,981 | 3,015 | 8,665 | 13,295 | 121,505 |
| Toronado | 265 | 905 | 113 | 427 | 35,823 | 27,712 |
| Pontiac Total | 17,412 | 8,018 | 17,264 | 48,046 | 437,918 | 554,141 |
| Acadian** | 0 | 201 | 311 | 806 | 12,247 | 12,488 |
| 2000 Sunbird | 3,193 | 166 | 2,813 | 8,726 | 117,131 | 115,021 |
| 1000 | 1,258 | 773 | 877 | 3,169 | 33,525 | 24,768 |
| Firebird | 2,635 | 1,065 | 2,736 | 7,121 | 88,590 | 91,665 |
| Phoenix | 0 | 0 | 0 | 0 | 14,116 | 0 |
| 6000 | 1,426 | 0 | 1,676 | 3,997 | 0 | 42,963 |
| Grand Prix/Bonneville | 0 | 0 | 0 | 0 | 29,733 | 0 |
| Parisienne | 2,850 | 1,831 | 2,787 | 7,791 | 34,640 | 67,428 |
| Fiero | 2,400 | 2,634 | 2,419 | 6,367 | 99,319 | 90,792 |
| Grand Am | 3,650 | 1,348 | 3,645 | 10,069 | 8,617 | 109,016 |
| HONDA | 2,935 | 3,136 | 2,068 | 6,432 | 109,593 | 119,035 |
| NISSAN | 1,450 | 0 | 1,389 | 4,009 | 0 | 28,742 |
| NUMMI (Nova)* | 1,900 | 0 | 1,900 | 5,320 | 0 | 40,449 |
| VOLKSWAGEN | 2,350 | 1,155 | 2,369 | 6,599 | 59,945 | 77,571 |
| Total Cars, U.S. | 160,974 | 153,352 | 173,785 | 474,584 | 6,376,382 | 6,690,790 |
| Total Cars, Canada | 19,376 | 15,590 | 24,610 | 63,238 | 853,568 | 855,619 |
| N. American Cars | 180,350 | 168,942 | 198,395 | 537,822 | 7,229,950 | 7,546,409 |
| N. American Trucks | 80,871 | 80,795 | 94,009 | 363,623 | 3,180,901 | 3,488,833 |
| North American Cars and Trucks | 261,221 | 249,737 | 292,404 | 901,445 | 10,410,851 | 11,035,242 |

r—Revised estimate.
**—All Acadians are built for sale in Canada.
***—No production reported at this time.
Monthly estimates may contain error of one or two units due to rounding.

### Independent dealers slate joint convention

TOWSON, Md.—The Maryland Independent Automobile Dealers Assn. and the Delaware Independent Automobile Dealers Assn. have scheduled a joint annual convention for Oct. 25-27.

The convention will be held at the Crowne Plaza, Rockville, Md.